

Abstract

Title:	Marketing communication of the sports organization named FK Mladá Boleslav a.s. and its improvement suggestions
Goals:	The main goal of this thesis is to come up with the suggestions of how to improve marketing communication of the sports organization named FK Mladá Boleslav a.s.
Methods:	informal semistructured conversation unstandardized observation, analysis of the documents gained, SWOT analysis
Results:	The results of the thesis are the suggestions of how to improve the sports organization named FK Mladá Boleslav a.s. in the section of marketing communication with football fans.
Keywords:	sports organization, football club, communication mix, marketing of the football club